

Ujedinjena Kraljevina-Warwickshire: Usluge na području odnosa s javnošću

OJ S 35/2018 20/02/2018

Prethodna informacijska obavijest

Usluge

Pravna osnova:

Direktiva 2014/24/EU

Odjeljak I: Javni naručitelj

I.1. Naziv i adrese

Službeni naziv: AHDB

Poštanska adresa: Stoneleigh Park

Mjesto: Kenilworth, Warwickshire

NUTS kod: UKG13 Warwickshire

Poštanski broj: CV8 2TL

Država: Ujedinjeno Kraljevstvo

Osoba za kontakt: Sarah Jackson

E-pošta: sarah.jackson@ahdb.org.uk

Telefon: +44 2476478871

Internetska(-e) adresa(-e):Glavna adresa: www.defra.bravosolution.co.ukAdresa profila kupca: <https://ahdb.org.uk/>**I.3. Komunikacija**

Dodatne informacije dostupne su na prethodno navedenoj adresi

I.4. Vrsta javnog naručitelja

Tijelo kojime se upravlja na temelju javnog prava

I.5. Glavna djelatnost

Druga djelatnost: Agriculture and Horticulture

Odjeljak II: Predmet

II.1. Opseg nabave**II.1.1. Naziv**

AHDB Representative in Hong Kong and Macau covering beef, lamb and pork

Referentni broj: 2017-246

II.1.2. Glavna CPV oznaka

79416000 Usluge na području odnosa s javnošću

II.1.3. Vrsta ugovora

Usluge

II.1.4. Kratak opis

AHDB Exports are looking for a English, Cantonese/Mandarin speaking, PR and Marketing Representative to cover the Hong Kong and Macau markets, maintaining contact and working jointly with beef, lamb, pork and dairy exporters, agents, representatives, importers, distributors, hotel and food service operators and retailers.

The representative must have a strong knowledge of working with the gastronomy and food sectors in Hong Kong and Macau together with a good knowledge of beef, lamb, pork and dairy product importers within the Hong Kong and Macau markets; and to have strong general knowledge of the market there.

The representative must be based or have a commercial office in Hong Kong.

II.1.5. Procijenjena ukupna vrijednost

Vrijednost bez PDV-a: 68 000,00 GBP

II.1.6. Podaci o grupama

Ovaj ugovor podijeljen je na grupe: ne

II.2. Opis

II.2.2. Dodatne šifre CPV-a

79416200 Usluge savjetovanja na području odnosa s javnošću

II.2.3. Mjesto izvršenja

NUTS kod: 00 ostalo ili nije navedeno

Glavna lokacija ili mjesto izvršenja: Hong Kong and Macau.

II.2.4. Opis nabave

- The Representative is expected to cover:
- Represent English Beef and Lamb sectors for the Hong Kong media and gastronomy sector.
- Handle internet communication and management of Internet site. Deliver annual PR plans, encompassing complete plans for representation to the gastronomy, food service and retail press, and buying of advertisement/advertorials as required.
- Liaise with AHDB Export team, British Consulate General, and importers/exporters.
- Support AHDB's Export team.
- Organise events.
- Handle crisis management.
- Provide market information.

II.2.14. Dodatni podaci

Maximum 250 000 HKD per annum for Representation work.

II.3. Procijenjeni datum objave obavijesti o nadmetanju

07/03/2018

Odjeljak IV: Postupak

IV.1. Opis

IV.1.8. Podaci o Sporazumu o javnoj nabavi (GPA)

Nabava je obuhvaćena Sporazumom o javnoj nabavi: da

Odjeljak VI: Dopunski podaci

VI.3. Dodatni podaci

To register interest, please email procurement@ahdb.org.uk for the attention of Sarah Jackson, quoting reference 2017-246 Hong Kong.

VI.5. Datum slanja ove obavijesti

16/02/2018